



18304 U.S. PTO

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: Ron H. Rothman et al.

Title: METHODS AND SYSTEMS FOR PROGRAMMABLY GENERATING ELECTRONIC CREATIVES FOR DISPLAY ON
AN ELECTRONIC NETWORK

Attorney Docket No.: 1199U004US00

PATENT APPLICATION TRANSMITTAL

MAIL STOP PATENT APPLICATION

Commissioner for Patents
P.O. Box 1450
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We are transmitting herewith the following attached items and information (as indicated with an "X"):


- ☒ Return postcard.
- ☒ Utility Patent Application under 37 CFR 1.53(b) comprising:
 - ☒ Specification (25 pgs, including claims numbered 1 through 52 and a 1 page Abstract).
 - ☒ Formal Drawing(s) (5 sheets).
 - ☒ Charge Credit Card in the amount of \$2120.00 to pay the filing fee.
- ☒ Assignment of the invention to CNET Networks, Inc. (3 pgs) and Recordation Form Cover Sheet.
- ☒ Charge Credit Card in the amount of \$40.00 to pay the Assignment recording fee.
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- ☒ Signed Power of Attorney (2 pgs.)
- ☒ Credit Card Payment Form (1 pg.)

The filing fee has been calculated below as follows:

	No. Filed	No. Extra	Rate	Fee
TOTAL CLAIMS	52-20	32	x 18.00 =	\$576.00
INDEPENDENT CLAIMS	12-3	9	x 86.00 =	\$774.00
[] MULTIPLE DEPENDENT CLAIMS PRESENTED				\$0.00
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